CITY OF MADISON

Presentation Guideline Checklist

Updated 6/7/24

Use this resource as a guide for creating clear, concise, and effective presentations for your audience(s).

While Preparing Your Presentation Materials…

- ☐ **Use the "Tale of Three Tells" Approach:**
  - ☐ "Tell them what you're going to tell them, tell them, and then tell them what you told them"
- ☐ **Focus on Your Main Point:**
  - ☐ What information do you **need to convey** and **WHY**? Put this information in the front of your presentation.
- ☐ **Consider Your Audience:**
  - ☐ What **minimal background** do they need to understand your point?
  - ☐ Why is this **important to your audience**? How does this **impact their work**?
  - ☐ **What is being asked of them**, and what is the **time commitment for your audience** (i.e. agency heads and staff)?
    - ○ If needed, remind them about trickle-down communications or other routes to reach staff directly.
- ☐ **Create Appropriate Headers for Each Slide:**
  - ☐ Limit your header to **one clear, specific message** that communicates the main idea of the slide.
  - ☐ Use **strong, action-oriented words** that **grab attention** and convey your message succinctly.
- ☐ **Include a "Summary of the Ask" Slide:**
  - ☐ Condense your summary of the ask to **one, concise slide** if possible.
  - ☐ **Offer options** for getting more detailed information if people want it. (i.e. follow-up email or slides).
- ☐ **Accessibility Check:**
  - ☐ Use the Hemmingway App or Microsoft Grade Level Analysis to check your readability.
  - ☐ Avoid acronyms.
  - ☐ Explain agency-specific information using everyday or lay language.
  - ☐ Do not use large chunks of text, use the 5/5/5 Rule for PowerPoints.
  - ☐ If using images, be sure to use Alt Text and use simple images that help get your main point across.

While Presenting…

- ☐ **Avoid Reading from Slides or Handouts:**
  - ☐ Know you have the expertise on your subject matter.
- ☐ **Stick to the Time Allotted:**
  - ☐ Practice ahead of time to ensure you have anticipated the right amount of time.
  - ☐ If the agenda or meeting is running behind…
    - ☐ Condense your talking points to the main ask.
    - ☐ If content is not related to the ask, jump to the summary of the ask slide, and send the slide deck after.
- ☐ **Repeat Your Main Points at the End**
- ☐ **Leave Time for Questions at the End:**
  - ☐ If you have exhausted your time, ask for questions to be sent to you.

Additional Considerations *(not mandatory):*

- ☐ Who is your sponsor, project manager, and change manager?
- ☐ What stage of the Plan, Do, Check, Act Cycle is your project in?
- ☐ Who are your stakeholders? And, what do you need from the audience of stakeholders you are talking to now?

Looking for more resources like this?

Check out Organizational Development's Additional Learning Resources, Online Courses, and Toolkit for learning opportunities and resources you can use in your daily work.